

Organ Programs at 9, 11, 4:50
Brief selection at 11:15, with CHIMES
and Stroke of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

What Are You Going to Do About the Opportunities in the August Furniture Sale Now Nearing the End?

What Can We Do to Help You Today?

is an expression used almost every day by some kind friend to another.

Even more—it is not uncommon for the banker, the merchant, the insurance agent, the lawyer and doctor and the seller of merchandise to greet you with the same speech.

The feeling back of the words is a sincere desire, in nine cases out of ten, to honestly show friendliness.

It seems such a little thing to say, does it not?

Yet, after all, upon the little things we do and say to each other every day and night, hang the pictures on the walls of memory that brighten the corners where we are.

Think it over, that not less, but more, shall be done at home and wherever we work to help each other.

(Signed) *John Wanamaker*

August 26, 1920.

Many New Fur Coats for Women Are Here Now

Some are of the glossy Hudson seal (seal dyed muskrat) and others are of natural muskrat or of the pretty gray squirrel or of Near-seal (sheared coney).

They are in the fashionable lengths, they are beautifully made, and you will notice the new and deeper collars, the wide bell sleeves and the rich silk linings.

It will give us pleasure to show them to you.

(Second Floor, Chestnut)

French Veilings Arrive and You'd Know They Were French

For who but Paris would dare such strikingly original patterns and colorings? They are quite charming, however, with the new style Fall hats.

One new veiling shows a large scroll border, half the width of the veil and, among other colors, there is the favorite henna shade on brown mesh, \$2.50 and \$4 a yard.

And there are large open mesh geometric patterns, very different from anything in fashion now, but very pretty. These are \$2.25 a yard.

(Main Floor, Central)

Hand-Made Blouses of Pleasing Newness

Two new blouses just out of their tissue wrappings are of soft and snowy batiste, and they are hand made, every whit.

One blouse, at \$8, has hemstitching in squares down the front and on the collar and cuffs, and there is an edging of flit on the last two.

The second blouse is more elaborate and has a square neck and narrower hemstitching. This, too, is edged with flit and there are insets of wide flit insertion down the front. This blouse is \$10.

(Third Floor, Central)

Women's Tub Skirts Now Are \$2.50 and \$5

This is about the last of the white wash skirts, and they are close to half price or even less. They will be a boon to women who follow the dainty custom of dressing in white as much as possible even during cold weather.

Those at \$2.50 are odds and ends of regular sizes. Those at \$5 are all extra sizes.

(East Aisle)

5000 Yards Cotton Remnants at 15c and 25c a Yard

This is the winding up of the Sale of Remnants, many of those remaining being slightly mussed from handling, so we have made these little prices to send them out more quickly.

About every kind of cotton goods you can think of and in useful lengths for women's waists, dresses and children's school frocks.

(West Aisle)

Women's Finer Serge Dresses Are Now Beginning to Arrive

In fact we have already received some beautiful new examples of Fall fashions in these dresses, both serge and tricotine and in dark blue and black.

Wonderfully lovely beaded gowns, others worked in silk embroidery, trimmings of shiny braid, side panels and panels front and back. There are many tunics which sometimes offer the excuse for plaits or undarkirts of black satin.

Nearly every gown has the loosely belted, long-waisted line that Paris insists upon so strongly. By this and many other features you will know that these dresses are the last word of fashion for Fall. Prices are \$75 to \$275.

(First Floor, Central)

Time to Buy Dust Coats for Very Little Prices

And such coats, as every woman knows, change so little in style that they can be worn year after year. The Palm Beach and pongee coats are something more than dust coats, they are nice for street wear as well.

Pongee silk coats, natural color, \$25.
Palm Beach coats, gray, dark and light tan, \$12.
Linen crash coats, \$7.95, \$4.

(First Floor, Central)

TOMORROW and two days—Monday and Tuesday of next week—and the August Furniture Sale of 1920 will be at an end.

Tomorrow and two more days to choose from what is known to be the largest stock of highest grade furniture in America at August Sale prices.

Tomorrow and two more days filled with such opportunities as cannot come again in some time.

What, then, are you going to do?

Whether you ought to buy anything at half price or a third off or ten per cent off depends upon the quality and desirableness of the thing offered and upon your need of it.

You can speak for your need of new furniture.

We can speak for the quality and desirableness of the furniture we have to sell at

reduced prices these last three days of the August Sale.

We can tell you that it is furniture of standard value at the regular price; that there was no furniture in America better than it at the regular price, and that, taken suit by suit and piece by piece, there is no assortment of furniture to be found anywhere in this locality that compares with it.

The Fine Choice at One-Third to One-Half Less

So far as economy is concerned, these last are days of golden advantage.

Not only can you choose any suit or piece of furniture in our whole stock at 10 to 50 per cent less than regular, but you can choose from a fine collection of individual suits and pieces for all rooms and requirements at reductions of one-third to one-half.

(Fifth, Sixth and Seventh Floors)



You can do this tomorrow, and on Monday and Tuesday of next week, but not afterward.

Women's Autumn Hats for Better Wear—Some New Arrivals

Hats of glistening velvets chiefly, for velvet is high in fashionable favor, and makes some unusually smart chapeaux. There are new models which turn off the face, new hats in soft tam effects, new three-corner hats, new hats with roll brims and new large hats—so you will see there is wide choice.

Black velvet makes many, though there are others of rich sapphire or darker blue, or golden brown or of jade green and Chinese blue. Many are trimmed with narrow ribbons in bewitching fashions, some are richly embroidered, some have the new raveled ribbons and others have feathers for their adorning.

Prices start at \$20.

(Second Floor, Chestnut)



Bath Comforts

A good bath spray makes your bath more enjoyable—\$1.25 to \$7—all kinds here.

Bath brushes, 85c to \$13 each. Queen Mary bath tablets, 13c a cake, \$1.50 a dozen—violet, rose, verbenia or taid cream.

(Main Floor, Chestnut)

Fall Fashions as Revealed in Young Women's Serge Dresses

Much braiding, collarless effects, or collars of the serge, long sleeves and wide girdles—these are some of the impressions one gets on glancing through the cases which hold the new dresses.

They are of firm, good dark blue serge. Some have braided panels; some have horizontal trimming of the braid; some few have a gay touch of color like the one with a vest of cornflower blue and braiding of red.

They are such dresses as school and college girls will like to pack in their trunks, there are usually but one or two of a kind, and they are all distinctive and good-looking.

\$32 to \$52—and 14 to 18 year sizes.

(Second Floor, Chestnut)

The Best Chinese Pongees for \$2 and \$3 a Yard

We have been trying for some time to find their equals at these prices, but so far without success.

One reason is that we buy these silks at the place they are made, in China itself, and are our own importers.

The lighter weight is a Shanghai pongee, 33 inches wide, \$2 a yard, and is very much liked for women's dresses, waists, petticoats, negligees and children's clothes. Also for men's shirts and pajamas.

The heavier weight is a Ninghai pongee, 33 inches wide, and is especially nice for tailoring purposes—women's and men's suits, coats and riding breeches.

Of course, both pongees are noted for their excellent washing and wearing qualities.

(First Floor, Chestnut, and West Aisle)

New Crepe Pajamas for Women

There is the "Billie Burke" style, a one-piece affair, in dainty blue, pink or lavender stripes. This is made from domestic crepe and is \$3.85.

And there is the two-piece pajama of the heavier Japanese crepe in blue, white, lavender or rose at \$5.75.

(Third Floor, Central)

Extra Large Smyrna Rugs at Extra Low Prices

We have forty of these desirable rugs, in sizes which have been discontinued for the present, which we can sell at greatly lowered prices. They are seamless rugs, strong and durable and the same on both sides, which means double service.

| | |
|---------------------------|-------------------------|
| 9 x 15 ft., \$95 | 12 x 12 ft., \$108.50 |
| 10.6 x 12 ft., \$94 | 12 x 15 ft., \$125 |
| 10.6 x 13.6 ft., \$112.50 | 10.6 x 15 ft., \$118.50 |

(Seventh Floor, Chestnut)

Three Days to Buy Office Furniture 10 to 33 1/3 Per Cent Less

Three days—tomorrow and Monday and Tuesday of next week. After Tuesday next, all our office furniture will go back to regular prices.

(Third Floor, Market)

Auction Methods Up-to-Date

An authoritative new bridge book, by Milton C. Work, with the new laws of 1920, just adopted by the New York Whist Club, \$2.

(Book Store, Main Floor, Thirteenth)

We'll Sell 2000 of These Wonderful Hand-Trunks at \$6 Each

We discovered, a short time ago that a certain factory had a storeroom full of an article it was beginning to regard as a liability. It was an army officer's field desk and filing cabinet—and the demand for it was gone.

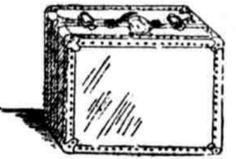
Now an officer's field desk and filing cabinet is not what you may think it is. In reality it is a very strong, square case, built like a trunk, that opens in the middle. The wooden desk compartments and the filing cabinet can be removed in a few seconds and there you have a 20x16 1/2 inch traveling case, 9 inches deep, that will last a lifetime.

The case is made of trunk fiber, metal bound, with heavy metal corners, heavy catches

(Main Floor, Chestnut)

and strong lock. You could check it from one end of the world to the other. For motorists or other tourists, for sportsmen, for women to use as hat boxes—for a dozen uses it is a wonder, because of its great strength and its amazing low price.

\$6 is the price—and you'll find it at Wanamaker's only.



(Main Floor, Chestnut)

Old-Fashioned Walnut Strips, 80c a Pound

In addition to the chocolate and molasses which make them, they are sprinkled with walnuts for additional goodness. They're fresh for the week-end and are 80c the pound.

Chocolate-covered marshmallows are toothsome morsels—60c a pound.

(Down Stairs Store, Chestnut)

Men's Good Sound Shirts of Woven Madras

After all, there is no material that makes a more satisfactory shirt for a man than madras—woven madras.

It looks well and it wears well, and if it is in as pleasing patterns as this lot of soft-cuff, plain negligé shirts, any man will find it suitable.

Price \$3.

(Main Floor, Market)

Men's Redleaf Tweed Hats for Vacationists

Men going on vacation now or next month will like to have tweed hats. It is getting late for straws, and because of its great durability and knockabout qualities the tweed hat is ideal for outings.

Especially these handsome Redleaf London tweed hats at \$7.

(Main Floor, Market)

Reed Bird Season Opens September 1

And here is the equipment that gunners will need:

Double-barrel shotguns, \$21 to \$150.

Single-barrel shotguns, \$10 to \$175.

Pump guns, \$60.50 to \$175.

Automatics, \$65.

Gunning coats, \$5 to \$14.

Gunning trousers, \$3.50 to \$8.

(The Gallery, Juniper)

Men's Old Favorites in Imported Half Hose

We have just received from abroad some favorite makes of men's half hose that we were unable to get for some time.

Black cotton at 65c a pair.

Black cotton with unbleached soles, 90c and \$1.25.

Black cashmere at \$2 a pair.

Black mercerized with white vertical stripes, \$2 a pair; with three-cord embroidered clocks, \$2.50 a pair.

Accordion ribbed hosiery with hand clocks, \$3.50 a pair.

(Main Floor, Market)

Men's Shoes at Half Price Women's Shoes at Average Half

Most interesting shoe news in the Philadelphia papers today. So interesting that many people are taking advantage of the opportunity it tells of to lay in shoe supplies for a year to come.

We make no predictions as to whether the prices of shoes are going up or down, but we know right well, and so do you, that they will not soon be half their present prices.

Men's Shoes at \$4.75, \$7.75 and \$9.75

Loth high and low shoes at the first two prices and all high shoes at \$9.75. A large variety and all new styles.

(Main Floor, Market)

Women's Low Shoes at \$4.60, \$5.60, \$7.60, \$7.75 and \$9.75

Oxfords and many styles of pumps in patent leather, black and tan calfskin, black and colored kidskin, black suede, white buckskin and white canvas.

Women's High Shoes at \$7.60, \$7.75, \$9 and \$9.75

Lace shoes of plain black and tan calfskin and gray and brown kidskin and lace and button shoes of various fine leathers with fancy tops of leather or fabric.

(First Floor, Market)

The August Mattress Sale Is Nearing the End

Tomorrow and Monday and Tuesday of next week to choose at August Sale prices.

The Sale takes in all our stock

of mattresses, pillows, bolsters and springs. After next Tuesday all of these goods will go back to regular prices.

(Sixth Floor, Chestnut)